

DECISION RESOURCES, LTD.  
3128 Dean Court  
Minneapolis, Minnesota 55416

EDINA RESIDENTIAL  
SURVEY  
FINAL FEBRUARY 2011

Hello, I'm \_\_\_\_\_ of Decision Resources, Ltd., a polling firm located in Minneapolis. We've been retained by the City of Edina to speak with a random sample of residents about issues facing the city. The survey is being taken because your city representatives and staff are interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

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|--|---------------------------|
| 1. Approximately how many years have you lived in the City of Edina? | LESS THAN TWO YEAR.....3% |
|  | 2.1 TO FIVE YEARS.....10% |
|  | 5.1 TO TEN YEARS.....11%  |
|  | 10.1 TO 20 YEARS.....28%  |
|  | 20.1 TO 30 YEARS.....16%  |
|  | OVER THIRTY YEARS.....33% |
|  | DON'T KNOW/REFUSED.....0% |

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|--|----------------------------|
| 2. As things now stand, how long do you expect to live in Edina? | LESS THAN TWO YEAR.....2%  |
|  | 2.1 TO FIVE YEARS.....4%   |
|  | 5.1 TO TEN YEARS.....7%    |
|  | OVER TEN YEARS.....77%     |
|  | DON'T KNOW/REFUSED.....11% |

3. Thinking back to when you moved to Edina, what factors were most important to you in selecting the city?

CLOSE TO FAMILY AND FRIENDS, 8%; CLOSE TO JOB, 14%; ALWAYS EDINA, 6%; HOUSING/NEIGHBORHOOD, 26%; REPUTATION, 5%; CONVENIENT LOCATION, 12%; GOOD SCHOOLS, 27%; SCATTERED, 3%.

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|--|---------------------------|
| 4. How would you rate the quality of life in Edina -- excellent, good, only fair, or poor? | EXCELLENT.....90%         |
|  | GOOD.....8%               |
|  | ONLY FAIR.....1%          |
|  | POOR.....0%               |
|  | DON'T KNOW/REFUSED.....0% |

IF "GOOD," "ONLY FAIR," OR "POOR," ASK: (n=39)

5. What actions would you recommend to significantly improve the quality of life in the City of Edina?

UNSURE, 28%; FIX ROADS, 21%; BETTER DRINKING WATER, 10%; REVITALIZE SOUTHDAL, 10%; BETTER PUBLIC TRANSIT, 10%; MORE TRAILS, 8%; LOWER TAXES, 10%; SCATTERED, 3%.

6. What do you like most about living in the city of Edina?

CLOSE TO FAMILY AND FRIENDS, 10%; CLOSE TO JOB, 2%;  
 CONVENIENT LOCATION, 25%; HOUSING/NEIGHBORHOOD, 13%;  
 REPUTATION/PRESTIGE, 6%; PARKS AND TRAILS, 7%; CLOSE TO  
 SHOPPING, 9%; NATURAL BEAUTY, 4%; SAFE, 8%; GOOD SCHOOLS,  
 10%; CITY SERVICES, 5%; SCATTERED, 2%.

7. What do you feel is the most serious issue, if anything,  
 facing the community?

UNSURE, 6%; NOTHING, 32%; HIGH TAXES, 12%; CITY GOVERNMENT  
 DECISIONS, 3%; LACK OF REDEVELOPMENT, 13%; RISING CRIME,  
 6%; POOR ROADS, 9%; TRAFFIC CONGESTION, 4%; SCHOOL  
 DISTRICT FUNDING, 6%; AGING POPULATION, 2%; IMPROVE CITY  
 SERVICES, 2%; ECONOMY, 2%; SCATTERED, 4%.

8. How would you rate the general	EXCELLENT.....	37%
sense of community and neighbor-	GOOD.....	57%
liness among Edina residents --	ONLY FAIR.....	6%
excellent, good, only fair, or	POOR.....	1%
poor?	DON'T KNOW/REFUSED.....	0%

9. All in all, do you think things in	RIGHT DIRECTION.....	92%
Edina are generally headed in the	WRONG TRACK.....	7%
right direction, or do you feel	DON'T KNOW/REFUSED.....	1%
things are off on the wrong track?		

IF "WRONG TRACK," ASK: (n=28)

10. Could you tell me why you feel that way?

HIGH TAXES, 29%; CITY GOVERNMENT DECISIONS, 14%;  
 ANIMAL CONTROL, 4%; LACK OF REDEVELOPMENT, 39%; LACK  
 OF SCHOOL FUNDING, 7%; SCATTERED, 7%.

Moving on....

I would like to read you a list of a few city services. For each  
 one, please tell me whether you would rate the quality of the  
 service as excellent, good, only fair, or poor?

	EXCL	GOOD	FAIR	POOR	D.K.
11. Police protection?	67%	30%	1%	1%	2%
12. Fire protection?	67%	28%	1%	0%	3%
13. Emergency medical services?	61%	29%	0%	0%	10%
14. Quality and taste of drinking water?	10%	61%	19%	9%	0%

	EXCL	GOOD	FAIR	POOR	D.K.
15. Sanitary sewer service?	20%	77%	1%	1%	2%
16. Accommodation and control of storm water run-off?	17%	75%	2%	1%	5%
17. Park maintenance?	41%	57%	1%	0%	1%
18. Condition of trails and sidewalks?	31%	62%	5%	1%	3%
19. Recreational programs?	30%	59%	0%	0%	11%
20. Recycling service?	29%	66%	3%	0%	3%

Roadways in the City of Edina consist of both city and county streets and state highways. City streets are those found in residential neighborhoods and also include many major streets. County roads in Edina are France Avenue, Xerxes Avenue, York Avenue, and Vernon Avenue, while state highways include Highway 100, Highway 169, Highway 62 and Interstate 494.

Keeping in mind we are talking only about city streets, please tell me whether you would rate the quality of the following services as excellent, good, only fair, or poor?

	EXCL	GOOD	FAIR	POOR	D.K.
21. Pavement repair and patching on city streets?	6%	45%	35%	15%	0%
22. Snowplowing of city streets?	40%	55%	4%	1%	1%
23. Street lighting?	20%	75%	3%	1%	0%

IF ANY SERVICES WERE RATED EITHER "ONLY FAIR" OR "POOR" IN QUESTIONS #11-#23, ASK: (n=253)

24. What changes or improvements, if any, would be needed in that service for it to be rated "excellent" or "good?"

BETTER STREET REPAIR, 44%; FASTER POLICE/FIRE RESPONSE, 5%; MORE STREET LIGHTS, 2%; BETTER SNOWPLOWING, 3%; TAKE MORE RECYCLING ITEMS, 2%; BETTER TASTE FOR DRINKING WATER, 31%; FIX POTHOLES FASTER, 9%; BETTER STORM WATER RUN-OFF, 3%; SCATTERED, 2%.

Moving on....

25. Do you consider city property taxes in Edina to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?	VERY HIGH.....14%
	SOMEWHAT HIGH.....30%
	ABOUT AVERAGE.....37%
	SOMEWHAT LOW.....6%
	VERY LOW.....1%
	DON'T KNOW/REFUSED....12%

26.	When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?	EXCELLENT.....17% GOOD.....65% ONLY FAIR.....6% POOR.....1% DON'T KNOW/REFUSED....11%
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27.	Would you favor or oppose an increase in YOUR city property tax if an increase was needed to maintain city services at their current level?	FAVOR.....45% OPPOSE.....36% DON'T KNOW/REFUSED....20%
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IF "OPPOSE," ASK: (n=142)

28. What services would you be willing to see cut to keep property taxes at their current level?

UNSURE, 13%; NONE/CUT WASTE, 46%; ADMINISTRATION, 19%; PARKS AND RECREATION, 4%; ACROSS THE BOARD, 16%; SCATTERED, 3%.

Most communities have one of two systems for garbage collection. In a multiple collection system, like the City of Edina, residents choose their hauler from several different companies serving the community. Other cities use an organized collection system, where the City contracts with one hauler for the entire or segments of the city.

29.	Would you favor or oppose the City of Edina changing from the current system in which residents may choose from several different haulers to a system where the City chooses a hauler for the whole community? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....11% FAVOR.....26% OPPOSE.....27% STRONGLY OPPOSE.....16% DON'T KNOW/REFUSED....21%
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IF A RESPONSE IS GIVEN, ASK: (n=318)

30. Could you tell me one or two reasons for your decision?

WANT CHOICE, 20%; LIKE CURRENT HAULER, 22%; LESS TRUCK TRAFFIC, 22%; BETTER FOR STREET, 12%; LOWER COST WITH CHOICE, 15%; COMPETITION IS GOOD, 6%; NOT PROPER ROLE FOR CITY, 2%; SCATTERED, 2%.

Switching focus....

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Edina currently has too many or too much, too few or too little, or about the right amount.

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REFD
31. the number of people residing in the community?	3%	1%	94%	2%
32. rental units?	10%	7%	70%	13%
33. higher cost housing opportunities?	14%	1%	77%	7%
34. condominiums and townhouses?	8%	8%	79%	6%
35. starter homes?	1%	30%	63%	6%
36. assisted living for seniors?	2%	20%	59%	20%
37. nursing homes?	0%	20%	55%	25%
38. one level housing for seniors maintained by an association?	1%	23%	53%	23%
39. parks and open spaces?	1%	5%	93%	2%
40. trails and bikeways?	1%	12%	85%	3%
41. sidewalks?	0%	20%	79%	2%
42. service and retail establishments?	2%	4%	93%	2%
43. entertainment and dining establishments?	3%	7%	89%	1%
44. Excluding gasoline, what is your primary shopping area -- the greater Southdale area, 50th and France, neighborhood shopping center or someplace else?	GREATER SOUTHDAL.....52% 50TH AND FRANCE.....15% NEIGHBORHOOD SHOPPING.22% MALL OF AMERICA.....3% EDEN PRAIRIE.....4% SAINT LOUIS PARK.....2% SCATTERED.....1% DON'T KNOW/REFUSED.....1%			
45. How would you rate redevelopment in Edina -- excellent, good, only fair, or poor?	EXCELLENT.....11% GOOD.....48% ONLY FAIR.....20% POOR.....5% DON'T KNOW/REFUSED....17%			

IF A RATING IS GIVEN, ASK: (n=334)

46. Why do you feel that way?

UNSURE, 6%; LOOKS NICE, 36%; ATTRACTS BUSINESS/RETAIL, 7%; IMPROVE CITY BUSINESS CLIMATE, 16%; POOR PLANNING, 5%; TOO MUCH TRAFFIC CONGESTION, 2%; SHOULD FIX ROADS, 2%; NEED TO REVITALIZE SOUTHDAL, 6%; NEED MORE REDEVELOPMENT, 5%; TOO MANY HIGH RISES, 2%; DOING TOO MUCH, 3%; HOUSES ARE TOO LARGE, 2%; BIKE PATHS AND TRAILS, 2%; SCATTERED, 6%.

47. Do you support or oppose the continued redevelopment in Edina?	STRONGLY SUPPORT.....15%
WAIT FOR RESPONSE) Do you feel strongly that way?	SUPPORT.....60%
	OPPOSE.....10%
	STRONGLY OPPOSE.....2%
	DON'T KNOW/REFUSED....14%

48. Are there any types of development or redevelopment you would like to see in Edina? (IF "YES," ASK:) What are they?

UNSURE, 10%; NO, 64%; FINING DINING, 4%; AFFORDABLE HOUSING, 5%; REVITALIZE SOUTHDAL, 5%; TRAILS, 2%; SENIOR HOUSING, 2%; SIDEWALKS, 2%; SCATTERED, 6%.

49. Are there any types of development or redevelopment you would strongly oppose?

UNSURE, 8%; NO, 53%; HIGH RISES, 9%; LOW INCOME HOUSING, 9%; ROUNDABOUTS, 2%; BARS, 2%; TRAILS, 2%; APARTMENTS, 2%; MANSIONS, 2%; SCATTERED, 11%.

As the City of Edina continues redevelopment....

50. Do you support or oppose the City providing financial incentives to attract specific types of development? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....5%
	SUPPORT.....51%
	OPPOSE.....19%
	STRONGLY OPPOSE.....7%
	DON'T KNOW/REFUSED....18%

Changing topics....

As you may know, the City of Edina owns and operates three\_ municipal liquor stores. It's the City's policy that profits from the liquor operations be used for capital and public improvements.

51. Do you favor or oppose the City continuing to operate its municipal liquor stores?	FAVOR.....87%
	OPPOSE.....8%
	DON'T KNOW/REFUSED....5%

52.	Have you visited any of these stores during the past twelve months?	YES.....61%
		NO.....39%
		DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=242)

53.	Which store do you generally shop at -- Grandview on Vernon Avenue, 50th and France on West 50th Street, or Southdale on York Avenue?	GRANDVIEW.....23%
		50TH AND FRANCE.....26%
		SOUTHDALE.....50%
		DON'T KNOW/REFUSED.....0%

Please rate the store and/or staff on each of the following criteria. For each one, please tell me if you would rate it as excellent, good, only fair, or poor. If you have no opinion, just say so....

	EXC	GOO	FAI	POO	DKR
54. Product selection?	38%	55%	6%	0%	0%
55. Prices of products?	26%	60%	13%	1%	0%
56. Layout and organization of the store?	35%	60%	5%	0%	0%
57. Courtesy and friendliness of staff?	58%	40%	2%	0%	0%

Changing topics....

58.	Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community?	YES.....79%
		NO.....15%
		DON'T KNOW/REFUSED.....7%

IF "NO," ASK: (n=59)

59. Why do you feel that way?

DON'T LISTEN, 48%; DO WHAT THEY WANT, 42%; DON'T WANT TO HAVE A SAY/PREFER TO VOTE, 9%; SCATTERED, 2%.

60.	During the past year, have you participated in or attended any City Council,, Advisory Board, Commission, or Committee meetings?	YES.....14%
		NO.....86%
		DON'T KNOW/REFUSED.....0%

61.	How much first-hand contact have you had with the Edina City Staff -- quite a lot, some, very little, or none?	QUITE A LOT.....3%
		SOME.....37%
		VERY LITTLE.....39%
		NONE.....20%
		DON'T KNOW/REFUSED.....1%

62.	From what you have seen, heard, or experienced, how would you rate the job of the Edina City Staff -- excellent, good, only fair, or poor?	EXCELLENT.....16% GOOD.....75% ONLY FAIR.....5% POOR.....1% DON'T KNOW/REFUSED.....3%
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IF "ONLY FAIR" OR "POOR," ASK: (n=24)

63. How could the city staff improve?

UNSURE, 4%; MORE POLITE, 13%; MORE HELPFUL, 25%; MORE EFFICIENT, 25%; LISTEN, 29%; BETTER RESPONSE TIME, 4%.

64.	During the past year, have you contacted by telephone or in person any Edina City staff member on city business?	YES.....32% NO.....68% DON'T KNOW/REFUSED.....0%
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IF "YES," ASK: (n=128)

65.	On your last contact with City staff, which department did you reach -- Police, Fire, Finance, Planning, Building Inspections, Public Works and Engineering, Park and Recreation, Assessing, Communications and Marketing, Engineering, Health, Information Technology, the Information Desk, or Administration?	POLICE.....9% FIRE.....1% FINANCE.....0% PLANNING.....8% BUILDING INSPECTIONS..15% PUBLIC WORKS.....27% PARK AND RECREATION...13% ASSESSING.....6% COMMUNICATION/MARKET...0% ENGINEERING.....2% HEALTH.....2% INFORMATION TECH.....3% INFORMATION DESK.....7% ADMINISTRATION.....5% LICENSING.....1% ANIMAL CONTROL.....1% FORESTRY.....2%
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Thinking about that last contact, for each of the following characteristics, please rate the Edina City staff as excellent, good, only fair, or poor....

	EXC	GOO	FAI	POO	DKR
66. Waiting time for service?	41%	45%	6%	7%	0%
67. Ease of reaching a department staff member who could help you?	41%	50%	4%	6%	0%

	EXC	GOO	FAI	POO	DKR
68. Efficiency of the department staff?	37%	52%	4%	5%	2%
69. Courtesy of the department staff?	43%	52%	2%	2%	0%

Let's talk about park and recreation opportunities in Edina....

70. How would you rate park and recreation facilities in Edina -- excellent, good, only fair, or poor?	EXCELLENT.....	40%
	GOOD.....	50%
	ONLY FAIR.....	3%
	POOR.....	1%
	DON'T KNOW/REFUSED.....	6%

I will now read you a short list of park and recreational opportunities within the City. First, for each one, please tell me if you or members of your household have used it during the past year. Then, for those you have used, please rate it as excellent, good, only fair, or poor....

	NOT	EXC	GOO	FAI	POR	DKR
71. Trails?	31%	29%	37%	2%	0%	1%
72. Smaller neighborhood parks?	27%	38%	34%	2%	0%	0%
73. Larger community playfields?	55%	21%	22%	1%	0%	1%
74. Edinborough park?	52%	25%	21%	1%	0%	1%
75. Centennial Lakes park?	31%	44%	24%	1%	0%	1%
76. The Aquatic Center?	61%	16%	20%	1%	0%	2%
77. The Senior Center?	65%	20%	9%	1%	1%	5%
78. The ice arena, Braemar Arena?	70%	13%	14%	1%	0%	2%
79. The Edina Art Center?	67%	14%	16%	0%	0%	3%
80. Braemar Golf Courses?	64%	19%	14%	1%	0%	3%

81. Are there any park and recreational facilities missing from the community you would like to see in Edina? (IF "YES," ASK:) What are they?

UNSURE, 4%; NO, 89%; TRAILS, 2%; TENNIS COURTS, 2%; SCATTERED, 3%.

Turning to recreation programming....

82. Have you or members of your household participated in any City-sponsored park and recreation programs, apart from the private athletic associations in the city?	YES.....	29%
	NO.....	71%
	DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=117)

83. How would you rate your experience -- excellent, good, only fair, or poor?	EXCELLENT.....42%
	GOOD.....56%
	ONLY FAIR.....1%
	POOR.....1%
	DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=2)

84. Could you tell me why you rated it as (only fair/poor)?

POOR COACHES/INSTRUCTORS, 100%.

85. Does the current mix of City park and recreation programming meet the needs of your household?	YES.....98%
	NO.....1%
	DON'T KNOW/REFUSED.....1%

IF "NO," ASK: (n=5)

86. What program(s) do you feel are lacking?

ADULT FITNESS, 40%; TENNIS LESSONS, 20%; TEEN CENTER, 40%.

Turning to the issue of public safety in the community....

I would like to read you a list of public issues.

87. Please tell me which one you consider to be the greatest concern in Edina? If you feel that none of these concerns are serious in Edina, just say so. (READ LIST)

Personal safety?.....	5%
Burglary?.....	26%
Speeding and other traffic violations?.....	13%
Drugs?.....	3%
Underage drinking?.....	7%
Juvenile crimes?.....	6%
Identity theft?.....	2%
Domestic abuse?.....	0%
Something else?.....	1%
None are serious (VOL).....	35%
Don't Know/Refused.....	3%

88. Are there places in the City you would not feel safe walking alone at night? (IF "YES, " ASK:) Where would that be?

UNSURE, 3%; NO, 74%; SOUTHDAL, 8%; PARKS, 5%;  
EVERYWHERE, 6%; SCATTERED, 4%.

89. And, do you think crime in the City of Edina has increased, decreased, or stayed about the same during the past three years?	INCREASED.....34%
	DECREASED.....2%
	STAYED ABOUT SAME.....61%
	DON'T KNOW/REFUSED.....3%

90. During the past year, has the volume of traffic on residential streets in your area increased, decreased, or remained about the same?	INCREASED.....36%
	DECREASED.....2%
	REMAINED ABOUT SAME...62%
	DON'T KNOW/REFUSED.....1%

91. How serious of a problem is traffic speeding in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?	VERY SERIOUS.....5%
	SOMEWHAT SERIOUS.....32%
	NOT TOO SERIOUS.....44%
	NOT AT ALL SERIOUS....18%
	DON'T KNOW/REFUSED.....1%

92. And, how serious of a problem are stop sign violations in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?	VERY SERIOUS.....5%
	SOMEWHAT SERIOUS.....21%
	NOT TOO SERIOUS.....48%
	NOT AT ALL SERIOUS....25%
	DON'T KNOW/REFUSED.....2%

Next, let's discuss the Edina Police Department. Police work can be divided into three categories: residential services, community outreach and crime-related services. Let's talk about each one...

93. During the past year, have you or any member of your household contacted the Edina Police Department for a service, such as medical assistance, animal control, or a car lock out?	YES.....16%
	NO.....84%
	DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=64)

94. Would you say the way the Police employee handled the situation was excellent, good, only fair, or poor?	EXCELLENT.....64%
	GOOD.....27%
	ONLY FAIR.....5%
	POOR.....5%
	DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=6)

95. Why do you feel that way?

RUDE, 17%; DIDN'T LISTEN, 17%; SLOW RESPONSE  
TIME, 67%.

96. Would you say the time it took the Police to respond was appropriate? YES.....88%  
NO.....11%  
DON'T KNOW/REFUSED.....2%
97. During the past year, have you or any member of your household had any contact with the Edina Police Department through community programs, such as school liaisons, senior programs, Edina Night to Unite, Safety or city open houses? YES.....16%  
NO.....83%  
DON'T KNOW/REFUSED.....1%
98. Have you been a victim of a crime in Edina during the past year? YES.....5%  
NO.....95%  
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=22)

99. Did you report the crime to the police? YES.....82%  
NO.....18%  
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=18)

100. Would you say the way the Police employee handled the situation was excellent, good, only fair, or poor? EXCELLENT.....50%  
GOOD.....28%  
ONLY FAIR.....22%  
POOR.....0%  
DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=4)

101. Why do you feel that way?

UNHELPFUL/DIDN'T LISTEN, 50%; SLOW RESPONSE  
TIME, 50%.

102. Would you say the time it took the Police to respond was appropriate? YES.....75%  
NO.....13%  
DON'T KNOW/REFUSED.....13%

IF "NO" IN QUESTION #99, ASK: (n=4)

103. Why did you not report the crime?

MINOR, 50%; NO NEED, 25%; TOO BUSY, 25%.

As I read the following statements about public safety in Edina, please answer "yes" or "no."

	YES	NO	DKR
104. The Edina Fire Department responds to calls in a timely manner.	83%	1%	16%
105. I trust the City's Police, Fire, and Emergency Medical Services response and the services rendered?	95%	1%	4%

Moving on....

106. Do you leave the City of Edina on a regular or daily basis to go to work? (IF "NO," ASK:) Do you work in Edina?	YES.....26%
	NO/WORK IN EDINA.....25%
	NOT EMPLOYED/RETIRED..50%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=103)

107. In what city is your job located?

REFUSED, 5%; MINNEAPOLIS, 32%; SAINT PAUL, 9%; MINNETONKA, 5%; BLOOMINGTON, 23%; VARIES, 2%; EDEN PRAIRIE, 5%; PLYMOUTH, 2%; WAYZATA, 3%; FRIDLEY, 2%; MAPLE GROVE, 3%; SAINT LOUIS PARK/HOPKINS, 2%; BURNSVILLE/SHAKOPEE, 3%; WOODBURY, 2%; SCATTERED, 3%.

108. How many minutes does it take you to get to work?	FIVE MINUTES OR LESS...3%
	SIX TO TEN MINUTES.....5%
	11 TO 15 MINUTES.....24%
	16 TO 20 MINUTES.....30%
	21 TO 25 MINUTES.....20%
	26 TO 30 MINUTES.....10%
	OVER 30 MINUTES.....6%
	DON'T KNOW/REFUSED.....2%

109. How would you rate the ease of getting to and from work -- excellent, good, only fair or poor?	EXCELLENT.....25%
	GOOD.....62%
	ONLY FAIR.....7%
	POOR.....3%
	DON'T KNOW/REFUSED.....3%

110. How would you rate the ease of getting from place to place within the City of Edina -- excellent, good, only fair, or poor?

EXCELLENT.....	26%
GOOD.....	66%
ONLY FAIR.....	6%
POOR.....	1%
DON'T KNOW/REFUSED.....	1%

IF "ONLY FAIR" OR "POOR," ASK: (n=28)

111. What changes or improvements could the City of Edina make to improve your ability to get from place to place within the city?

UNSURE, 18%; LESS TRAFFIC, 18%; FIX POTHOLES, 14%; BETTER TIMED STOPLIGHTS, 11%; MORE TRAFFIC ENFORCEMENT, 4%; DON'T LIKE ROUNDABOUTS, 7%; NEED LIGHT RAIL, 4%; BETTER PUBLIC TRANSIT, 18%; MORE TRAILS, 7%.

Moving on....

112. What is your principal source of information about city government and its activities?

CITY NEWSLETTER, 22%; LOCAL NEWSPAPER, 45%; CABLE TELEVISION, 6%; CITY WEBSITE, 9%; E-MAIL, 2%; WORD OF MOUTH, 8%; MAILINGS, 3%; STAR TRIBUNE, 3%; SCATTERED, 2%.

113. How would you prefer to receive information about city Government and its activities?

CITY NEWSLETTER, 25%; LOCAL NEWSPAPER, 34%; CABLE TELEVISION, 6%; CITY WEBSITE, 9%; E-MAIL, 12%; WORD OF MOUTH, 4%; MAILINGS, 8%; SCATTERED, 2%.

For each of the following, please tell me whether you consider it to be a major source of information for news about the city, a minor source, or not a source at all. (ROTATE)

	MAJ	MIN	NOT	DKR
114. The City publication, the "About Town?"	49%	36%	14%	1%
115. The Park and Recreation Activities Directory?	10%	31%	58%	2%
116. The "Edina Sun Current" newspaper?	48%	34%	18%	0%
117. The Star Tribune West Metro section?	18%	41%	41%	1%
118. The City's website?	15%	29%	55%	1%
119. Edina Community Channel 16?	13%	21%	65%	1%

	MAJ	MIN	NOT	DKR
120. City employees?	4%	23%	73%	1%
121. Direct mail updates?	12%	45%	43%	0%
122. Twitter?	1%	7%	90%	2%
123. Blogs?	1%	6%	91%	2%
124. Facebook?	1%	7%	90%	2%
125. On-line webstream videos on YouTube or Granicus?	1%	5%	92%	2%
126. E-mail subscription service, "City Extra"?	4%	12%	84%	1%
127. Friends and family?	31%	45%	25%	0%
128. Do you recall receiving the City publication "About Town" during the past year?	YES.....88%			
	NO.....11%			
	DON'T KNOW/REFUSED.....1%			
IF "YES, ASK: (n=353)				
129. Do you or any members of your household regularly read it?	YES.....90%			
	NO.....9%			
	DON'T KNOW/REFUSED.....0%			
130. How effective is the city newsletter in keeping you in- formed about activities in the city -- very effective, somewhat effective, not too effective, or not at all ef- fective?	VERY EFFECTIVE.....23%			
	SOMEWHAT EFFECTIVE....62%			
	NOT TOO EFFECTIVE.....9%			
	NOT AT ALL EFFECTIVE...2%			
	DON'T KNOW/REFUSED.....4%			
131. How would you rate the amount of print information you receive from the City of Edina -- is it too much, about the right amount or too little?	TOO MUCH.....6%			
	ABOUT RIGHT AMOUNT....86%			
	TOO LITTLE.....7%			
	DON'T KNOW/REFUSED.....2%			
132. Does your household subscribe to cable television, satellite tele- vision or neither?	CABLE.....82%			
	SATELLITE.....11%			
	NEITHER.....7%			
	DON'T KNOW/REFUSED.....0%			
IF "CABLE," ASK: (n=329)				

133. How often do you watch Edina Community Channel 16 --	DAILY.....	3%
daily, weekly, several times	WEEKLY.....	6%
per month, monthly, three or	SEVERAL/MONTH.....	5%
four times a year, or never?	MONTHLY.....	11%
	3-4/YEAR.....	17%
	NEVER.....	58%
	DON'T KNOW/REFUSED.....	0%

IF #1-#5, ASK: (n=139)

Which of the following types of programs have you watched on Edina Community Channel 16 during the past year?

	YES	NO	DKR
134. City Council Meetings?	89%	9%	1%
135. City Commission Meetings?	67%	32%	1%
136. Bulletin Board messages, aired between programming?	63%	36%	1%
137. Other programming, such as "In Edina," "Agenda:Edina," or "Beyond the Badge?"	53%	45%	1%

138. Do you have access to the Internet at home? (WAIT FOR RESPONSE) Do you have access to the Internet at work?	HOME ONLY.....	49%
	WORK ONLY.....	2%
	BOTH.....	29%
	NEITHER.....	21%
	DON'T KNOW/REFUSED.....	0%

IF "HOME ONLY" OR "BOTH," ASK: (N=312)

139. How do you connect to the internet at home--on a dial-up modem, DSL, T-1 line, Cable Internet, satellite, or wireless?	DIAL-UP MODEM.....	1%
	DSL.....	27%
	T-1.....	0%
	CABLE.....	57%
	SATELLITE.....	1%
	WIRELESS.....	14%
	DON'T KNOW/REFUSED.....	0%
140. Have you visited the City's website during the past year?	YES.....	58%
	NO.....	42%
	DON'T KNOW/REFUSED.....	1%

IF "YES," ASK: (n=180)

141. How would you rate the city's website -- excellent, good, only fair, or poor?	EXCELLENT.....15%
	GOOD.....79%
	ONLY FAIR.....6%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%
142. Were you able to find what you were looking for on the website?	YES.....94%
	NO.....5%
	DON'T KNOW/REFUSED.....1%

I would like to ask you about social media sources. For each one, tell me if you currently use that source of information; then, whether you do or not, tell me if you would be likely or unlikely to use it IN THE FUTURE to receive information from the City of Edina.

	NOT LIK	NOT NLK	NOT DKN	USE LIK	USE NLK	USE DKN	DK/ REF
143. Blogs?	4%	76%	3%	13%	4%	1%	0%
144. Facebook?	2%	66%	4%	16%	10%	1%	0%
145. Twitter?	3%	73%	3%	14%	5%	1%	0%
146. YouTube?	1%	72%	5%	13%	8%	1%	0%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest, and be sure to include yourself....

147. First, persons 65 or over?	NONE.....65%
	ONE.....16%
	TWO OR MORE.....19%
148. Adults under 65?	NONE.....28%
	ONE.....19%
	TWO.....43%
	THREE OR MORE.....10%
149. School-aged children or pre-schoolers?	NONE.....70%
	ONE.....13%
	TWO.....14%
	THREE OR MORE.....4%

150. What is your age, please?	18-24.....3%
	25-34.....11%
	35-44.....14%
	45-54.....21%
	55-64.....23%
	65 AND OVER.....28%

151. What is the last grade of formal education you completed?	LESS THAN HIGH SCHOOL...1%
	HIGH SCHOOL GRADUATE...7%
	VO-TECH/TECH COLLEGE...5%
	SOME COLLEGE.....17%
	COLLEGE GRADUATE.....50%
	POST-GRADUATE.....20%
	REFUSED.....1%

152. Do you reside in an apartment, townhouse or condominium, or a detached single family home?	APARTMENT.....16%
	TOWNHOUSE/CONDO.....24%
	SINGLE-FAMILY HOME....59%
	SOMETHING ELSE (VOL)...1%
	DON'T KNOW/REFUSED.....2%

153. Do you own or rent your present residence?	OWN.....75%
	RENT.....25%
	REFUSED.....0%

And now, for one final question, keeping in mind that your answers are held strictly confidential....

154. Is your pre-tax yearly household income over or under \$75,000?	UNDER \$25,000.....10%
IF "OVER," ASK:	\$25,001-\$50,000.....22%
Is it over \$100,000? (IF "YES," ASK:) Is it over \$150,000?	\$50,001-\$75,000.....14%
IF "UNDER," ASK:	\$75,001-\$100,000.....15%
Is it under \$50,000? (IF "YES," ASK:) Is it under \$25,000?	\$100,001-\$150,000.....14%
	OVER \$150,000.....12%
	DON'T KNOW.....0%
	REFUSED.....13%

155. Gender. (DO NOT ASK)	MALE.....49%
	FEMALE.....51%

156. Region of City. (FROM LIST)	NE.....25%
	NW.....25%
	SE.....25%
	SW.....25%